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THE ROLE, FUNCTIONS AND WORKING TOOLS OF A PR SPECIALIST

Abstract: The article is devoted to the definition of the features of PR-specialists and tools of their work. The main approaches of specialists in public relations to the interpretation of the terms «Role of PR-specialist», «Functions of PR-specialist» and tools for creating and maintaining the image of the organization. The author studies the characteristic features of the successful work of PR specialists, as well as their place among other integrated PR communications.

The purpose of the research of the analytical article is to study the advantages of having a PR-specialist in the organization, in relation to organizations that do not use PR. The author considers the features of PR-specialists, as well as their roles and functions. The study proves the high level of efficiency of PR-specialists to create and maintain the image of the organization.

Keywords: PR, image, role, function, media, activity

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РОЛЬ, ФУНКЦИИ И ИНСТРУМЕНТЫ РАБОТЫ PR-СПЕЦИАЛИСТА

Аннотация: Статья посвящена определению особенностей работы PR-специалистов и инструментов их работы. Рассмотрены основные подходы специалистов по связям с общественностью к

трактовке терминов «роль PR-специалиста», «функции PR-специалиста» и инструменты создания и поддержания имиджа организации. Автор исследует характерные особенности успешной работы PR-специалистов, а также их место среди других интегрированных PR-коммуникаций.

Целью исследования аналитической статьи является изучение преимуществ наличия PR-специалиста в организации, по отношению к организациям, не использующим PR. Автор рассматривает особенности работы PR-специалистов, а также их роли и функции. Исследование доказывает высокий уровень эффективности работы PR-специалистов по созданию и поддержанию имиджа организации.

Ключевые слова: PR, имидж, роль, функция, медиа, активность.

The definition of a function is an activity, a duty, a job. In sociology, this term is interpreted as a role performed by a certain social institution.

The authors of the book «Public Relations. Theory and practice», Cutlip M.C., Center A.H., and Broom G. told about the main responsibilities of a PR specialist: to write and edit materials, create and maintain relations with the media. Also, duties include research, management and administrative activities, an organization of special events, production control, consulting and construction contracts.

The functions of PR-specialists are divided into two groups by Doctor of Philology Yakovlev I.P. The first group is the unifying functions of information collection and analysis, the second – the linking functions of distribution. In addition, on the basis of the well-known foreign practice of the four-step algorithm of the developed of PR-programs defined the functions in relation to PR-activities are defined:

- Research function. It includes the collection, processing, and analyzing the information;
- Planning function. It combines the processes of defining goals, objectives and developing an action plan for their implementation;
- Organizational function. It is characterized by the participation of a PR-specialist in organizing and conducting events;

- Expert function. It includes an assessment of the level of effectiveness of the work done report and forecasting possible problems that need to be solved in the future.

A completely different approach to the classification of the functions of the specialist in public relations is found in the works of Konovalenko V.A. case. The functions of a PR specialist are divided into groups depending on the directions of its activity. Therefore, it functions when there is working with clients, media, heads of firms and organizations, investors, etc.

Kondratiev E.V. and Abramov R.N defined the roles of PR professionals: technical worker communication, expert-entrepreneur, communication facilitator, and the facilitator of the process of resolving crisis situations. A team of experts in the voice of Cutlip S. fills the list with the following roles: communications, expert, instructor, facilitator of communications and assistant, and problem solver. Despite the difference in names, the roles of two groups of authors are identical to each other.

Performing certain tasks, PR-specialist operates a number of PR-tools. To determine which of them are the main ones, we turned to the experience of predecessors engaged in the study of this issue. On the basis of the analysis, we used the following authors: Zborovsky G.E., Kotler F., Baranova D.E., Demko E.V., Lukashenko M.A., Marconi D., Gracheva A.S., Gracheva S.A., Spirina E.G. An experienced public relations specialist has in his Arsenal considerable tools to perform the following tasks: to form, maintain and change the internal and external image of the organization. However, before considering their varieties, it is necessary to dwell on the definition of «image».

«Image» in Latin means to imitate. There are two ways to interpret this concept. In a broad sense, the image is a complex of artificially and naturally generated properties of the object. In a narrow sense, the image is the created image of the object affecting the perception of its audience, its assessment and attitude. The image of the organization forms the public opinion, using as a basis the attitude to certain areas of the organization. Thus, the definition of the image is exactly in the middle; between the desired perception of the organization by the society and the actual representation of individuals about the organization.

It should be remembered that changing the first impression of the organization is extremely problematic. This is due to a number of reasons, the main of which is the commitment of the individual to his own opinion. It is typical for a person to assimilate information that does not contradict

his views, so the public often ignores direct attempts to influence the perception. Therefore, for effective activities it is necessary to correct the image of the organization, it is necessary to adhere to certain methods:

- Organize surveys of target groups, including employees of the enterprise, partners, consumers, young professionals;
- Analyze the activities of other companies, especially their bad experience in order to prevent possible errors;
- Examine the claims of employees of the organization in the process of business evaluation, adaptation or within a specially organized system of claims review;
- Purposefully analyze the data for the study of the labor market.

The formation of the image of a company is a time-consuming process that requires a full set of professional qualities from a PR specialist, as well as the ability to respond quickly to possible changes in society. This conclusion is confirmed by the book «Image of the company: planning, formation, promotion»: «If the award for the victory is so great, why can someone? Winning is hard. The easiest way is to take the money to an advertising Agency and wait for the victory. The most difficult is the definition of excellence standards, the development of a comprehensive plan to create an image and its implementation it a certain time». His position on the matter was constructive since the activities of the organizations could not be carried out without detailed and precise planning. Now this plan is called «master plan». It includes four parts: Foundation, external, internal and intangible image.

Each structural part of the planning is aimed at fulfilling the main tasks. These include achieving success in the loss of competencies and effective work with target consumers; maintaining a favorable image in the public consciousness, which ensures a person's faith in the company, as well as establishing an emotional connection with both investors and society.

The formation of a successful image is not only an effective and high-quality advertising company. This is a time-consuming process, the plan of which consists of interrelated and interdependent elements. Only with the joint and coordinated work of all components of the plan for the formation of the image, the desired result will be achieved. The master plan is needed to assess the current state of Affairs in order to improve the situation or solve existing problems.

Based on the above, the image is a complex phenomenon consisting of different factors that merge together. To successfully form and maintain

the image of the organization it is necessary to pay attention to all the details, to analyze carefully each step and think about each decision. Thus, it is objectively necessary to develop an initial plan for the formation of the image and follow it during the life of the organization. All elements of the plan should be interrelated and work as a single mechanism.

Thus, a PR specialist performs a number of functions in the course of his / her activities, which directly depend on the role assigned by the organization to the public relations officer. So, PR-specialist may be the specialist, communications expert, instructor, facilitator of communications and assistant, and problem solver. Solving various problems, they resort to a huge Arsenal of PR techniques and technologies. In particular, this is most clearly reflected work on the formation of the image of the organization. Taking into account all the principles and requirements for these organizations, public relations specialists have an impact on public consciousness, control the internal and external environment of the company, it is responsible for communication with other organizations, investors, the media and the public. Therefore, public relations specialists are responsible for various tasks, which confirms the complexity of this profession.

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